New Jersey Region
Work Plan Priority Status

Recap Date: 8-3-93

51854 1456

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

Monarch Retail Distribution
New Jersey Region

7/20/93

	Key	A	B	C	D	8/3/93 Total Dist.	May Total Dist.	% gains
Yonkers	43%	71%	60%	35%	8% (51 of 650)	36% (973 of 2687)	31%	(+5%)
No.Jersey	52%	76%	80%	48%	11% (58 of 543)	48% (1086 of 2281)	34%	(+14%)
C.Jersey	38%	79%	75%	61%	24% (174 of 715)	50% (1076 of 2133)	40%	(+10%)
Newark	63%	71%	77%	50%	5% (52 of 1115)	33% (903 of 2712)	22%	(+11%)
S.C.Jersey	47%	79%	76%	69%	7% (72 of 1020)	42% (1051 of 2478)	30%	(+12%)
1240							40%	
1242							9%	
Region	50%	76%	73%	50%	10% (407 of 4050)	42% (5089 of 12297 ·	31%	(+11%)

Recap 3 .xls

"Net new stores that carry Monarch since May"

Yonkers	136 stores
No.Jersey	310 stores
C.Jersey	230 stores
Newark	319 stores
S.C.Jersey	311 stores
REGION	1306 stores

51854 1457

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

New Jersey Region **"Winston Summer Promotions"**

Winston Select Case Shipments

Week ending	1222	1226	1228	1230	1232	1200	% increase vs.
Ave. wk / 2nd qtr.	16 cs.	8 cs.	14 cs.	8 cs.	10 cs.	55 cs.	2nd qtr. ave. wk.
B1G1F wk.1 / 7-2-93	6	38	35	84	14	177	(+ 222%)
B1G1F wk.2 / 7-9-93	66	13	15	49	45	180	(+229%)
B1G1F wk.3 / 7-16-93	280	106	218	255	106	964	(+1613%)
B1G1F wk.4 / 7-23-93	135	33	158	39	40	405	(+736%)
B1G1F wk.5 / 7-30-93	130	34	135	48	40	386	(+701%)
Total Cases	**617**	**224**	**561**	**475**	**245**	**2112**	**(+768%)**

Winston Summer Promotion / $4.00 product shipped
(% of weekly allocation ordered)

Week Ending	1222	1226	1228	1230	1232	1200
2-Jul	38%	48%	51%	48%	35%	44%
9-Jul	24%	31%	42%	45%	54%	38%
16-Jul	39%	53%	52%	49%	91%	53%
23-Jul	28%	27%	34%	29%	22%	31%
30-Jul	22%	23%	22%	11%	19%	20%

Recap 4 xls.

51854 1458

Recap 4 xls.

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

Winston Select B1G1F Allocation Usage

New Jersey Region **Updated Updated: 8/2/93**

	Promotion 306 June 6 to July 30			Promotion 307 Aug. 2 to Sept. 30			Promotion 308			TOTAL PROGRAM		
	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used	Alloc.	Remain.	% Used
Full Flavor	545	126	79%	688	607	12%				1233	733	40%
F/F Box	532	111	79%	712	624	12%				1244	735	41%
				Aug. 2 to Sept. 30			Aug. 2 to Sept. 30					
Light 100				448	211	53%	602	574	5%	1050	785	25%
Slim				373	163	43%	259	239	7%	632	402	36%
Lights				623	309	51%	843	812	4%	1466	1111	24%
Light Box				504	208	59%	682	651	4%	1186	869	28%
Totals	**1077**	**237**	**79%**	**3348**	**2122**	**37%**	**2386**	**2276**	**5%**	**6811**	**4635**	**33%**

51854 1459

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

Winston Select Case Shipments

New Jersey Region / 1993

DIV.	DIRECT ACCOUNT	92 sales	Full Flavor	FF Box	Light	Lt. Box	Lt.100	Slim	July Total	
1222	Costco warehouse	53	0	0	0	0	0	0	0	
	Empire Candy	2,884	10	10	6	6	6	6	44	
	Grand Union	13,573	13	15	15	15	15	15	88	#6
	H. Fortunis, INC	4,833	20	24	18	19	10	9	100	#4
	H. Fortunis, INC #2	1,617	5	5	7	9	4	3	33	
	Stan-Lou Tobacco	4,496	12	10	10	10	9	8	59	
	Well's Tobacco	536	5	5	2	1	1	1	15	
	Marcus-Wittner	4,304	9	12	5	5	3	3	37	
	Westchester Candy	1,080	3	3	2	2	2	2	14	
	City Line Tob.	2,471	10	15	11	6	7	4	53	
	NCC	28,154	18	18	31	31	32	23	153	#1
1226	Costco warehouse	111	0	0	0	0	0	0	0	
	John Bricks	1,949	7	11	4	4	3	3	32	
	Christom Corp.	1,287	3	3	2	2	2	2	14	
	Pine Lessor & Sons	6,234	11	13	9	9	8	8	58	
	Patterson Tob.	5,144	22	21	9	9	9	9	79	#7
	North Jersey Tob.	2,208	3	8	1	1	1	1	15	
	Morris Cty. Tob.	1,146	6	6	2	1	1	1	17	
1228	C. A. Burke	3,911	12	12	28	27	14	11	104	#3
	CIS Corp.	469	0	0	0	0	0	0	0	
	Peter Dennis Corp.	3,199	15	14	11	11	8	8	67	
	Eisler & Co.	2,612	4	4	4	4	4	4	24	
	Fernandez Dist.	1,491	2	2	2	2	2	2	12	
	CSD	7,365	10	10	10	6	6	4	46	
	Middlesex Tob.	6,465	26	30	22	21	16	16	131	#2
	Pathmark	12,045	23	18	5	5	5	5	61	
	Star Tobacco	3,026	3	3	2	2	2	2	14	
	Twin County	6,871	0	0	0	0	0	0	0	
	Plainfield Tob.	7,216	16	16	9	10	8	8	67	
1230	B. Eisler Co.	1,258	9	9	4	3	3	2	30	
	Jetro Cash/Carry	459	0	0	0	0	0	0	0	
	General Trading Co.	1,630	0	0	0	0	0	0	0	
	Glikin Brothers	3,403	7	11	6	5	4	4	37	
	Irvington Tobacco	2,712	6	2	4	7	8	7	34	
	Edmund Kleiner	587	5	5	2	2	1	1	16	
	Loverdes Tobacco	1,590	13	11	5	5	6	4	43	
	Luce Wholesale	1,687	3	4	2	2	2	2	15	
	Mannies Cig.Service	255	0	0	0	0	0	0	0	

51854 1460

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

Winston Select Case Shipments

Div.	Direct Account	92 sales	Full Flavor	F/F Box	Lights	Light Box	Lt.100	Slims	July Total
1230	Monteverdi, Inc.	2,067	0	1	3	3	3	3	13
	Newark Tobacco	62	0	0	0	0	0	0	0
	Portugese U. Gro.	145	0	0	1	1	1	1	4
	M. Bernstein	6,416	5	5	5	5	5	5	30
	Thompson Okum	1,780	0	0	1	1	1	1	4
	A. Trenk, Inc.	1,377	27	9	4	2	3	1	46
	United Candy & Tob.	4,808	0	0	32	31	20	11	94
	Belco Sales	296	1	1	1	1	1	1	6
	King Vending	1,443	7	7	5	8	3	5	35
1232	Jersey Coast Tob.	5,070	10	12	14	11	10	10	67
	Garden State Tob.	4,560	16	16	4	4	4	4	48
	Wakefern	13,063	27	26	0	0	0	0	53
	Hermeck, Inc.	883	3	5	0	0	0	0	8
	Stalward, Inc.	3,275	7	7	7	7	6	5	39
	Coast Cig. Sales	1,598	2	2	2	2	2	2	12
1200	REGION	197,174							

Div.	Military Accounts	92 sales	Full Flavor	F/F Box	Lights	Lt. Box	Lt. 100	Slims	July Cases
1222	Va Canteen	3							2
1222	USMA exchange	96	1	1					4
1222	Stewart post exch.	104	2	2					6
1222	Commissary W.Pt.	759	1	1	1	1	1	1	
1226	Commissary	341							
1230	Mil. Ocean Terminal	105							
1232	Navy Exchange	112							
1232	Earle Navy Exchange	27							
1232	Com. Ft. Monm.	1,575		2					2
1232	Ft.Mon. exchange	153							
	Region	3,275							1985

51854 1461

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000

Winston Select F/F Retail Distribution

New Jersey Region

(Ave. of 2 styles)

	Key	A	B	C	D	7/20/93 Total Dist.	May Total Dist.	% gains
Yonkers	89%	87%	81%	41%	6% (37 OF 650)	**45%** (1192 OF 2687)	43%	(+2%)
No.Jersey	90%	95%	84%	37%	4% (23 OF 543)	**51%** (1161 OF 2281)	50%	(+1%)
C.Jersey	88%	96%	93%	68%	19% (133 OF 715)	**60%** (1261 OF 2281)	57%	(+3%)
Newark	94%	96%	85%	52%	6% (68 OF 1115)	**39%** (1052 OF 2712)	34%	(+5%)
S.C.Jersey	89%	96%	92%	58%	12% (121 OF 1021)	**51%** (1273 OF 2478)	44%	(+7%)
1240								
1242								
Region	90%	94%	87%	49%	9% (388 OF 4050)	**48%** (5959 OF 12297)	46%	(+2%)

Recap 6 xls.

"Net New Stores with Select FF distribution"

Yonkers	39 Strores
No.Jersey	29 stores
C.Jersey	35 stores
Newark	118 stores
S.C.Jersey	190 stores
Region	411 stores

51854 1462

Source: https://www.industrydocuments.ucsf.edu/docs/lqjn0000